

## ORDER



**Orders**  
**Order / Rev:** 719795  
**Alt Order #:**  
**Product Desc:** Candidate  
**Estimate:** 1558  
**Flight Dates:** 10/15/12 - 11/11/12  
**Original Date / Rev:** 10/02/12 / 10/02/12  
**Order Type:** Political

**WFMY-TV**

**Primary AE:** Bill Lancaster  
**Sales Office:** WFMY  
**Sales Region:** LOC

**Agency Name:** Specialized Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 741 Kenilworth Ave Ste 204  
 Charlotte, NC 28204

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Newby,P/ NC Supreme Court  
**Demographic:** A25-54  
**Product Codes:** PL-Judicial  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	9	\$3,058.00	\$2,599.30
10/29/12	11/06/12	10	\$2,846.00	\$2,419.10

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	9	\$3,058.00	\$2,599.30	0.00
November 2012	10	\$2,846.00	\$2,419.10	0.00
<b>Totals</b>	<b>19</b>	<b>\$5,904.00</b>	<b>\$5,018.40</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Bill Lancaster			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFMY	11/05/12	11/05/12	CBS This Morning CBS This Morning	CM	8-10a	M-----	:15	1	\$65.00	P-2	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$65.00			0.00			
N 2	WFMY	11/05/12	11/05/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p	M-----	:15	1	\$228.00	P-2	0.00	NM	1	\$228.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$228.00			0.00			
N 3	WFMY	10/22/12	11/04/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p	MTWTF--	:15	1	\$228.00	P-2	0.00	NM	3	\$684.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		1			\$228.00			0.00			
		Week: 10/29/12	11/04/12	MTWTF--		2			\$228.00			0.00			
N 4	WFMY	10/16/12	10/21/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p	-TWTF--	:15	2	\$228.00	P-2	0.00	NM	2	\$456.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		2			\$228.00			0.00			
N 5	WFMY	10/22/12	11/04/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	MTWTF--	:15	2	\$211.00	P-1	0.00	NM	4	\$844.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		2			\$211.00			0.00			
		Week: 10/29/12	11/04/12	MTWTF--		2			\$211.00			0.00			
N 6	WFMY	11/05/12	11/06/12		CM	6-8a	MT-----	:15	1	\$211.00	P-1	0.00	NM	1	\$211.00

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-8a															
Good Morning Show 6a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			1		\$211.00		0.00				
N 7	WFMY	10/16/12	10/21/12	News 2 at 6	CM	6-630p	- TWTF - -	:15	2	\$488.00	P-1	0.00	NM	2	\$976.00
				News 2 at 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTF - -			2		\$488.00		0.00				
N 8	WFMY	10/22/12	11/04/12	News 2 at 6	CM	6-630p	MTWTF - -	:15	2	\$488.00	P-1	0.00	NM	4	\$1,952.00
				News 2 at 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF - -			2		\$488.00		0.00				
Week:		10/29/12	11/04/12	MTWTF - -			2		\$488.00		0.00				
N 9	WFMY	11/05/12	11/05/12	News 2 at 6	CM	6-630p	M- - - - -	:15	1	\$488.00	P-1	0.00	NM	1	\$488.00
				News 2 at 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M- - - - -			1		\$488.00		0.00				
													Totals	19	\$5,904.00